

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Amendment to Section V. "Lighting and Signage" of the Palm Valley Medical Campus Design Guidelines, dated May 30, 1997 to allow for directional and monument signage for the West Valley Hospital Medical Center located at 13677 West McDowell Road (Case SP-02-03).

STAFF PRESENTER: Karen Keith

COMPANY CONTACT: Michael White,
Innerface Signs on behalf of Vanguard Health
Systems

RECOMMENDATION:

City Council approve an amendment to Section V. "Lighting and Signage" of the Palm Valley Medical Campus Design Guidelines, dated May 30, 1997 prepared by Innerface Signs to allow for directional and monument signage for the West Valley Hospital Medical Center. Approval is subject to the following stipulations:

1. Building permits must be obtained prior to the installation of any signs;
2. Any additional signage for medical office buildings within the Palm Valley Medical Campus not addressed by this signage package is subject to review and approval by the Palm Valley Medical Campus Association and the City of Goodyear. Signage that exceeds maximum Zoning Ordinance provisions requires review and approval by the Planning Commission and City Council;
3. Freestanding signs must be setback a minimum of five (5) feet from any property line;
4. Freestanding signs shall be placed outside of sight visibility triangles;
5. The colors and materials of freestanding monument/directional signs shall be compatible with the exterior of campus buildings;
6. Temporary leasing signs must conform to the provisions of Article 7 of the Goodyear Zoning Ordinance as amended from time to time;
7. Any stone applied the base of freestanding signs shall match the stone wainscot material of the hospital;
8. The color of the directional post and panel signs shall be taupe or acceptable alternative to match a building color of the hospital; and,
9. Directional post and panel signs Type D, locations 4 and 6 shall specify McDowell "Road" on the B-side.

COMMUNITY BENEFIT:

- Approval of this sign package allows both building-mounted and freestanding signage for the community's first hospital that provides full medical treatment capabilities.
- The proposed monument signs have the flexibility to provide direction to existing as well as future facilities within the campus.

DISCUSSION:

The Palm Valley Medical Campus is located on the south side of McDowell Road with the main entrance situated at 136th Drive. Development of the campus was first initiated by PMH with construction of the 2-story Palm Valley Medical Plaza building and later with the Palm Valley Rehabilitation and Care Center. Subsequent development of the campus includes the recent completion of the West Valley Hospital Medical Center by Vanguard Health Systems, who is responsible for redesigning the interior road network and lot configuration as well as completing construction of subdivision improvements. A Site Plan is in review for a proposed 100,000 square foot medical office building, which includes a consortium of approximately 40 doctors and physicians led by Drs. Hopkins and Lonquist. One pad will remain for an additional medical office building, while Vanguard continues discussions with SunCor Development Company on possible expansion of the campus into the westernmost portion of the Palm Valley Cornerstone mixed use commercial center.

PMH originally developed design guidelines to govern Site Planning, Architecture, Landscape, Lighting and Signage of the Palm Valley Medical Campus in 1997. Section V. of the booklet addressed Signage of the campus only to the extent of vaguely depicting an overall monument sign, directional signs and freestanding building identifiers. Vanguard's plans for building-mounted signs as well as new monument and directional signs require that these 1997 design guidelines be amended to reflect the updated development plan. Current standards require that any commercial or industrial complex of three (3) or more businesses shall include a sign package of wall and/or freestanding signs, which will compliment each other and the building.

Subsequently, Innerface submitted the Palm Valley Medical Campus Comprehensive Signage Package, dated August 2003 with the intent to establish and maintain a continuity of quality and aesthetics throughout the complex for the mutual benefit of the surrounding neighborhood, landlord, and tenants. The proposed signs have been designed to display consistency with building features and colors to promote harmony and balance within the campus. The document addresses the following:

1. Project Introduction;
2. Project Hierarchy (sign types);
3. Signage Location Plan;
4. General Sign Standards and Requirements; and,
5. Sign specification sheets.

Vanguard and Innerface have proposed a sign package that includes wall-mounted signage, directional signs, and monument signs. While providing some direction to existing facilities in the campus, i.e. Palm Valley Rehabilitation and Care Center, the sign package primarily

focuses on the hospital. Therefore, the general sign standards and requirements and a stipulation on this application suggest that any additional signage for other campus buildings require subsequent amendments to these guidelines.

Wall signage for the hospital is suggested in two (2) applications, on the south and east sides of the building. The Zoning Ordinance would typically permit one (1) square foot for each lineal foot of the building frontage on which the sign is attached with an aggregate amount not to exceed 200 square feet. In the case of the hospital, the elevations requesting such wall signage are 280 feet and 350 feet in length where the sheer size of the facility justifies such signage.

Freestanding signs include small directional signs that range in size from nine to ten and one-half square feet (9-10.5 s.f.), directional/identification signs and a primary monument sign to be placed at the intersection of 136th Drive and 136th Avenue. The directional/identification signs are seven feet (7') in height and incorporate architectural characteristics similar to the hospital building. The primary directional/identification monument sign is six feet eight inches (6' 8") in height and includes three (3) panels which provide identification for the hospital and direction to places of interest in the campus, including the Palm Valley Rehabilitation and Care Center. All freestanding signs will be placed a minimum of five (5) feet from the property line, and shall not encroach into sight triangles of the site.

The elements incorporated into the proposed signs reflect primarily the design theme of the West Valley Hospital Medical Center.

FISCAL IMPACT:

None.

Alternatives

The alternatives to approving this sign package include a continuance or denial of the application. A continuance would be a viable alternative should the Council recognize certain aspects of the request that require additional evaluation. The City Council may elect to deny this sign package if the request is deemed as neither desirable nor appropriate in the context of the Medical Campus. Should the City Council elect to deny this request, the applicant may resubmit a revised sign plan for further review.